

A STUDY OF THE BUYING HABITS  
OF THE PEOPLE IN A SMALL CITY  
ACCORDING TO ECONOMIC AND  
SOCIAL GROUPINGS



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BUREAU OF BUSINESS SERVICE  
OHIO WESLEYAN UNIVERSITY  
DELAWARE, OHIO

June • 1927



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*To Charles Wells Reeder:  
Amiable administrator and loyal  
friend, with the compliments of—  
John D. Blanchard*

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## CONTENTS

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	Page
INTRODUCTION: How this study will help merchants.....	3
I. Objectives of the study.....	4
II. Where Delaware people buy.....	4
III. The principal reasons for out-of-town buying.....	4
IV. The purchasing groups which make up the population of Delaware....	5
V. The buying habits of these groups.....	6
VI. Variations in buying habits according to kinds of commodities bought .....	10
VII. Outstanding facts from the detailed tables.....	14
APPENDIX: The detailed tables of data .....	18-23

# INTRODUCTION

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## *How This Study Will Help Merchants*

Merchants will find this study valuable in giving information as to the buying habits of their patrons and prospective customers. Most merchants have as their patrons not everyone in the community but, instead, they have certain groups. These groups have different buying habits depending upon income, business connections, social status, etc.

In section four of this study there is a description of the several groups found in most communities. In the next section are given the characteristic buying habits of each group. This is followed by an analysis showing the buying habits of the various groups in purchasing various types of commodities.

In using this report a merchant should first determine the groups which are his patrons; second, find out the general buying habits of the groups in which he is most interested; and third, find out the buying habits of the groups as applied to certain types of commodities. Such information should be valuable as a guide to proper merchandising and will, perhaps, stimulate further thought and study on problems of purchasing, pricing, advertising, and selling.

# A STUDY OF THE BUYING HABITS OF THE PEOPLE IN A SMALL CITY ACCORDING TO ECONOMIC AND SOCIAL GROUPINGS

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## *I. Objectives of the study*

In a recent report\* by the Bureau of Business Service, the places where Delaware, Ohio, people buy and the principal reasons for out-of-town purchasing were set forth. The present report shows the buying habits of certain groups which make up the total population of this city, and points out how such habits vary with the type of goods bought.

## *II. Where Delaware people buy*

Varying with the kinds of commodities purchased and with the classes of buyers, from 80% to 95% of Delaware people buy at home. The greatest volume of out-of-town trade goes to the nearby city of Columbus. Besides, the mail order houses attract quite a bit of trade from some classes of people and in certain kinds of merchandise. Other competitors of local merchants are comparatively unimportant, though the number of persons buying in two or more places varies from 5% to 10% according to classes of buyers and of commodities bought.

## *III. The principal reasons for out-of-town buying*

The reasons for out-of-town buying differ greatly with the classes of people and kinds of goods. The outstanding attractions for trading away from home seem to be lower prices and larger assortments, with the element of style varying greatly with the different commodities. The residents of Delaware seem to get the idea that out-of-town prices are lower and assortments larger principally from the advertisements in Columbus papers, though the mail order catalogs doubtless play their part. Style goods, especially women's apparel, when not purchased in Delaware, are bought largely in the Columbus stores where large stocks of up-to-the-minute garments may be inspected before buying. Both fit and style are thus sought. Of the non-style goods purchased out of town, a good part are bought from mail-order houses on account of the larger selections and lower prices.

Residents do not go out of Delaware to buy because they feel that local stores are untidy or because they are not properly served by local sales people. In fact, the percentages which indicate the importance of these two reasons are so small as to be negligible.

\*"A Survey of the Buying Habits of a Small City," Bureau of Business Service, Ohio Wesleyan University, January, 1927.

#### IV. *The purchasing groups which make up the population of Delaware*

The findings in the two preceding sections are based on a study of the community as a whole and especially on an examination of the buying habits of 684 selected families. However, a city merchant usually finds his patronage limited to one group in his city and cannot extend his market to reach all groups. He may sell to the wealthy, the middle class, or the poor. He may even sell to only a small group within one of these classes. Because the buying processes differ with individuals' wealth, standards of life, and social backgrounds, the very fact that one group patronizes a given store tends to discourage the patronage of those outside that group. For this reason a merchant is more interested in the buying habits of various social and economic groups than the habits of the community as a whole. Furthermore, since a merchant may be selling a specialized line of merchandise, he is particularly interested in these buying habits with respect to his line of goods. With these problems of groups and of kinds of merchandise the balance of the paper will deal.

Delaware is a typical Ohio city of about 2800 homes and 10,000 population. Surrounded by a prosperous farming community for which it is a trading center, Delaware is connected by good roads, train, and traction service with the capital city of Columbus, twenty-five miles to the south, as well as other large Ohio cities. Delaware has a large university population in addition to some industrial and residential population. According to their buying habits, the populace of Delaware can be divided into five principal groups varying quite widely as to income, business relations, standards of living, and social status. Information on incomes was obtained from income tax returns and pay-rolls. Business relations were judged by membership in the Chamber of Commerce and by occupation or profession. No separate study was made of standards of living. The location of residence, amount of income, and nature of occupation give quite reliable indications of these standards. In this connection it might be noted that groups A, B, and C are taken from selected streets, not always contiguous, while groups D and E make up well defined geographic portions of the city.

*Group A.* Group A comprises about one fifth of the total population and is made up almost entirely of local merchants, manufacturers, and business executives, representing together over half of the total reported Chamber of Commerce membership. The individual incomes in this group vary (1926) from \$2000 to \$6000 per year. This group has direct interests in the businesses of Delaware, and hence in home trading.

*Group B.* This group includes a fifth of the city's population, being made up largely of people connected with the University, of school teachers, professional men, retired farmers and ministers. Of the total reported Chamber of Commerce membership, this group holds only a fourth. Its income range is from \$2000 to \$5000, with the average income per family probably not quite as high as in group A. Group B differs primarily from group A in that no business interests directly hold its (B's) trade in Delaware.

*Group C.* Including about 30% of the city population, group C is made up of skilled artisans, people in junior executive and secretarial positions, and

owners of small businesses. It has one eighth of the Chamber of Commerce enrollment and its members receive incomes of from \$1500 to \$2000. With this group there is some trade-at-home appeal by virtue of business interests, direct and indirect.

*Group D.* This group contains a fifth of the city's population and is composed of laborers, mostly unskilled, but regularly employed in factories. A very few hold Chamber of Commerce memberships. The average income is about \$1200 per year. Few, if any, of this group buy locally because of business connections.

*Group E.* Group E includes the tenth of the population which is irregularly employed. There are in this group no Chamber of Commerce members and none who trade locally because of business interests. The average income per family is very low—possibly about \$750 per year. Both insufficient knowledge and lack of ready funds prevent out-of-town buying in any considerable amount.

A summary table describing these groups is followed by an examination of their buying habits.

**The Population Groups in Delaware**

Designation	Description	Approximate Part of Delaware Population	Average Number of Families Answering Questionnaire	Percentage of Income Tax (1925) Returns of all Residents	Percentage of Total Chamber of Commerce Membership	Approximate Annual Income per Family
A	Business Men	20%	159	45.7%	58.3%	\$2000-\$6000
B	Professional People	20%	114	40.6%	23.6%	\$2000-\$5000
C	Skilled Labor	30%	226	13.0%	12.6%	\$1500-\$2000
D	Factory Workers	20%	85	0.7%	5.5%	\$1000-\$1400
E	Irregularly Employed	10%	52	0.0%	0.0%	\$ 600-\$ 900

## ***V. The buying habits of these groups***

Where do these groups do their purchasing? For practically all commodities, the business group (A) and irregularly employed group (E) purchase at home a far greater proportion of what they need than do either of the other three groups. In loyalty to home town trade, group E, because of its inability to do much out-of-town buying, tops the list with an average of 92% reporting local purchase of their various needs and, in the case of one commodity (children's shoes), reporting 100%! Of course this group is on a low income basis and its purchases are necessarily limited to the bare necessities and to inexpensive items. Tho this group does rank a close second in mail order buying, nevertheless the great bulk of its purchases are local. Likewise, the great majority (89%) of group A's buying is done at home,

tho it ties with group C for second place in buying at Columbus. Unlike group E, the business group (A) is possessed of the necessary cash or credit, transportation facilities, and information that enable it to buy away from home. Nevertheless, this business group is second in steady patronage of local merchants.

In the buying of goods in Columbus, it will be noted that the professional group (B) ranks highest with 19%, and the irregularly employed (E) is at the bottom of the list with 4%. This may be accounted for in that group B, like group A, has the knowledge and ability to seek goods out-of-town. But group B does not have, as in the case of group A, the local business interests to restrain its out-of-town buying. Group E's inability to trade out-of-town is explained largely on economic grounds.

Another significant fact is the ranking of the factory workers (group D) highest (11%) among mail order purchasers, with group E a close second (10%). Lacking in time, funds, and means of transport to buy in Columbus to the extent that groups A, B, and C do, groups D and E turn to mail order buying as their chief alternative to purchasing at home. Also, in the case of group D, more of its members (10%) buy in two or more places than do the members of any other group, tho group B (8%) is a good second.

### Where Was the Purchasing Done?

Average percentages\* for all items of apparel\*\*

Place of Purchase	Population Groups				
	A Business Men	B Professional People	C Skilled Labor	D Factory Workers	E Irregularly Employed
Delaware	89%	78%	86%	86%	92%
Columbus	14	19	14	8	4
Mail order houses	1	6	3	11	10
Elsewhere	2	5	2	6	0
Two or more places	6	8	5	10	5

### Reasons for Out-of-town Purchasing

Average percentages\* for all items of apparel\*\*

Reasons for Out-of-town Purchasing	Population Groups				
	A	B	C	D	E
Lower prices	4%	13%	11%	17%	4%
More style	6	3	1	2	0
Larger selection	8	11½	8	5	0
Better fit	4	3	2	1	0

\*Percentages in every case refer to the proportion of those replying (see tables in appendix) to a given point or question.

\*\*Items included are: women's suits, dresses, shoes; men's suits, overcoats, shoes; hosiery, dry goods, house dresses; and children's shoes, clothing. For other commodities included in this study see the tables on page 11 of this paper and also see the appendix tables.

Turning to the reasons for out-of-town buying, it is evident that *group A* complains of little except the size of local assortments, while its social counterpart, *group B*, complains markedly of both local selection and price. *Group C* likewise does its out-of-Delaware buying largely because of supposedly better prices, tho it, too, complains somewhat of the dearth of local selection. *Group D* is most nearly agreed of any of the five groups, and its loud complaint is high prices. In the case of womens suits and dresses, for example, one fifth of its members complain. For this reason almost solely does it turn to the mail order house, tho the smallness of Delaware stocks may also be an important cause. *Group E* finds fault with nothing in local merchandising but the height of prices.

None of the groups found appreciable fault with Delaware salesmanship or with the tidiness of local stores. In fact, neither poor salesmanship nor untidiness were even mentioned except by *group C* in the buying of women's suits, dresses and shoes, children's shoes, and men's shoes. In the case of this group it was only poor salesmanship that was complained of and that only in very small degree.

### ***Summary of buying habits by groups***

#### ***Group A—Business Men.***

1. This group is influenced by its own local business interests and is conscious of the stress on home buying by various business and civic organizations. It is the most loyal to home merchants (if one excepts *group E* which is not important because of low purchasing power).

2. *Group A* buys practically all staple goods at home, though an eighth to a fourth of its members buy style goods in larger cities. Practically no purchases are made from mail order houses.

3. The principal reasons for buying away from home are larger assortments and better styles. This group seems to feel that local prices are as low as elsewhere, considering quality.

4. A local merchant may increase his business with this group thru better-selected merchandise, larger assortments, and advertising stress on quality, style, and selection. From the standpoint of profits, tho, it is oftentimes inadvisable to greatly increase the size of the assortments as the local buying groups for very high grades of merchandise are usually small, and a large part of such assortments, especially of style goods, may have to be sold at a loss.

#### ***Group B—Professional People.***

1. *Group B* is not markedly influenced by local business interests and is not greatly impressed with the buy-at-home argument. If local merchandise does not satisfy in all respects, the members of this group do not hesitate to look elsewhere. This group does not feel obligated to look at home before buying and is therefore sometimes quite unfamiliar with local stocks.

2. This group is a large patron of the nearby city when buying style goods, and is a fairly large patron of the mail order houses when buying semi-style goods and staple goods.

3. Group B demands both favorable price and large assortments in style goods. In staples it demands the lowest price consistent with high quality. In general it may be said that some of the members are interested primarily in quality, others in style, and still others in price.

4. Local merchants can reach this group, first, by offering equally-as-good values as nearby cities and a careful selection of styles; second, by adequately advertising the items carried and values offered; and third, by imparting a friendly atmosphere to their stores.

#### *Group C—Skilled Labor.*

1. Many in this group have the same business interests as group A, though they are not as vitally concerned. On the other hand they receive individual incomes which are about half those of group A, so the matter of price is very important. This group, however, makes up a fifty percent larger part of the total population.

2. Group C is a good patron of local business and is also a good customer of the nearby city. It buys very little from the mail order houses.

3. Being closely associated with the business group, group C is very apt to imitate that group in its buying, though on a lower price basis. Vitally interested in costs and also interested in style, this group does its out-of-own buying largely in the nearby city in order to seek lower prices and wider selections.

4. The local merchant may reach this group by carrying lower-priced style goods and by offering equal-of-city values in staples. Otherwise, the merchandising policy should be the same as for group A, remembering, though, that price is somewhat more important than selection. However, because of the lower-priced merchandise desired, the meeting of out-of-town competition should be easier than for groups A or B.

#### *Group D—Factory Workers.*

1. Though as large in the aggregate as either the business or professional groups, yet group D has a much lower per capita income. Its purchases must be made largely on a price basis for it is not wealthy enough to seek much in the way of style or quality.

2. In its attempt to make the dollar go as far as possible, group D shops for low prices in a number of places in addition to the largest nearby city. Being employed full time and finding it more difficult to get away from home, this group buys from the mail order houses in the largest proportion of any group. Factory workers buy from the nearby cities the least amount of any group except the irregularly employed (group E).

3. Lower prices elsewhere are by far the greatest reason for this group buying away from home, though larger selection seems to influence it somewhat.

4. The local merchant may reach this group largely through a price appeal on relatively low-cost commodities well chosen for usefulness and value. Since the buying power per family is small, most of the purchases are necessities, though some low-priced luxuries are included.

### *Group E—Irrregularly Employed.*

1. Small in the aggregate and with very small purchasing power per family, group E has neither civic interest in home trade nor the means of shopping in larger cities.

2. Group E buys what it can at home, the balance of its patronage going almost solely to the mail order houses.

3. Its only objection to local retailers is their prices.

4. This group is able to buy only the bare necessities, often in a second-hand condition. A merchant selling this group will have to sell low-priced staple merchandise and stress low prices in all his advertising and saleswork. Bargain counters filled with the shopworn, damaged, second grade, returned, and old stock from the rest of the store should prove effective.

## **VI. *Variations in buying habits according to kinds of commodities bought***

The buying habits of all groups vary with the type of merchandise bought. These variations are largely due to such factors as style, ability to buy on specification, and the furnishing of service. In the following discussion the commodities are classed as style goods, semi-style goods, and non-style goods.

A complete analysis of the buying habits in the purchase of wearing apparel is given on the following page. There is also a summary table for all commodities, including the non-style items. In each table the items of apparel are arranged according to men's, children's, and women's wear, no attempt having been made to array according to the degree of style involved, tho one might put women's high grade suits and dresses at the one extreme and hardware or electrical appliances at the other. In between these extremes are the other commodities, each involving a different amount of style element. There may even be differing amounts of style represented in the goods of a single class, some items being sold largely on a "quality of materials and workmanship" basis and others largely on "style."

## Buying Habits in the Purchase of Apparel

Percentages of all families interviewed in all groups.

Place of Purchase	Men's Suits & Overcoats	Men's Shoes	Children's Shoes	Children's Clothing	Women's Shoes	Women's Suits & Dresses	Dry Goods & House Dresses	Hosiery
Delaware	85%	83%	85%	85%	85½%	80½%	87%	90½%
Columbus	11½	12	14	13½	17	22½	12½	10½
Mail order houses	5½	6	5	4½	3	3½	4½	3½
Elsewhere	2½	4	2½	2	3	3½	3	3½
Two or more places	4½	4½	6	5	9½	8½	8	7½

## Reasons for Out-of-town Purchasing

Percentages of all families interviewed in all groups

Out-of-town Purchase	Men's Suits & Overcoats	Men's Shoes	Children's Shoes	Children's Clothing	Women's Shoes	Women's Suits & Dresses	Dry Goods & House Dresses	Hosiery
Lower prices	12%	8%	10½%	11½%	9½%	12%	9%	8½%
More style	2½	2	2½	3½	3½	7½	1½	1
Larger selection	11	6	6	7½	8½	18	8	5
Better fit	2½	2	2½	2	4	5	1	1

## Summary of All\* Commodities According to

### Principal Places of Purchase and Reasons for Out-of-town Purchase

Percentages of families interviewed in all groups

Kinds of Commodities	Place of Purchase			Reason for Purchase Out-of-town	
	Delaware	Columbus	Mail order House	Lower Prices	Larger Selection
1. Men's Suits & Overcoats	85%	11½%	5½%	12%	11%
2. Men's Shoes	83	12	6	8	6
3. Children's Shoes	85	14	5	10½	6
4. Children's Clothing	85	13½	4½	11½	7½
5. Women's Shoes	85½	17	3	9½	8½
6. Women's Suits & Dresses	80½	22½	3½	12	18
7. Dry Goods & House Dresses	87	12½	4½	9	8
8. Hosiery	90½	10½	3½	8½	5
9. Furniture and Rugs	84½	10	3	8	3½
10. Hardware	90	6½	6½	5	½
11. Electrical Appliances	98	2	2	3	½
12. Auto Supplies	86½	7	5½	4½	½

\*Note: The first eight commodities are those used in the preceding section of detailed study by groups. It should be noticed that these items constitute the apparel or style goods part of the whole list of merchandise.

## Style goods.

It was found that all buyers of extreme style merchandise did a good part of their purchasing in the nearby cities. People wish to shop for style merchandise among large stocks of goods which they may examine first hand and from which they may often select items to actually try on. Consequently, very little out-of-town buying of this merchandise is done at the mail order houses. The principal habits in the buying of women's suits and dresses, a good example of style goods, are as follows:

Place of Purchase	Population Groups				
	A Business Men	B Professional People	C Skilled Labor	D Factory Workers	E Irregularly Employed
Delaware	82%	72½%	82½%	82%	96½%
Columbus	25	33	18	14½	1½
Mail order houses	0	2½	3	12	1½

Reasons for out-of-town purchase	Population Groups				
	A	B	C	D	E
Lower prices	4½%	13½%	13½%	20%	6½%
More style	13½	9½	2½	5	0
Larger selection	23	25	13½	12	0
Better fit	6	8	4	1	0

## Semi-style goods

Dry goods and house dresses may be taken as an example of merchandise with some style element but with far less than in women's suits and dresses. It will be noticed that out-of-town purchasing is less than for extreme style goods and that the buying away from home is more evenly divided between the nearby cities and the mail order houses. Inadequacy of local selections and styles are given less often as reasons for buying away from home. The principal buying habits with regard to dry goods and house dresses are:

Place of Purchase	Population Groups				
	A Business Men	B Professional People	C Skilled Labor	D Factory Workers	E Irregularly Employed
Delaware	91%	80½%	87½%	87½%	95½%
Columbus	10½	22	12	5	3
Mail order houses	½	6½	3½	13½	3

Reasons for out-of-town purchase	Population Groups				
	A	B	C	D	E
Lower prices	2½%	13%	9½%	16%	7½%
More style	4	1½	0	1	0
Larger selection	8	11½	7	5	0
Better fit	1	1½	1	0	0

In this semi-style class of goods one would usually place hosiery and men's shoes, yet the buying habits in regard to these two items show some peculiarities. Hosiery is bought locally in abnormally high proportion (90% for all five groups). This may be explained in that Delaware is the scene of a large amount of house-to-house selling of hosiery. Men's shoes, on the other hand, are purchased in very large proportion (6% for all groups) from the mail order houses.

### *Non-style goods*

Hardware, an example of a commodity with practically no style element, is purchased at home far more than either of the two preceding classes of goods. However, of those who do buy out of town, an even greater part buy at the mail order houses and less in the nearby cities. This is because the low mail order prices can easily be taken advantage of when goods can be bought on specification. The principal buying habits with respect to hardware are:

Place of Purchase	Population Groups				
	A Business Men	B Professional People	C Skilled Labor	D Factory Workers	E Irregularly Employed
Delaware	92%	91%	88%	88%	100%
Columbus	7	3½	8	5	9
Mail order houses	8½	4	4½	12	0

Reasons for out-of-town purchase	Population Groups				
	A	B	C	D	E
Lower prices	½%	6½%	5½%	12%	0%
More style	0	0	0	0	0
Larger selection	0	1	½	0	0
Better fit	0	0	0	0	0

In this non-style class of merchandise, electrical appliances are bought at home by a surprisingly large percentage of people. One reason for this is that, especially for groups D and E, such merchandise consists almost solely of electric bulbs, fuses, etc. which are bought locally for convenience. Another reason is that such appliances as irons, heaters, toasters, percolators, fans, and the like, are often bought locally to insure servicing and repairing at a minimum of annoyance and expense.

### *Summary.*

Out-of-town purchasing of style goods is confined almost entirely to the nearby large city. Very little of this trade goes to mail order houses. As the element of style decreases in importance, purchasing at nearby cities decreases in amount and purchasing at home and of the mail order houses increases in amount. In the buying of style goods the consumer wants a large stock to select from for he wishes to make a first-hand examination of the goods so as to test qualities and inspect workmanship, and he usually wishes to try on the article to see if it fits his individual requirements. Non-style goods, on

the other hand, can be bought largely on specification and as a result the consumer can satisfactorily make his selection from the catalogs of mail order houses. Low prices on standardized articles and exclusive features of specialties are the chief bases for choice by the consumer in buying non-style goods.

Outside competition for the local merchant varies, then, from the nearby city stores for extreme style goods to the mail order houses for non-style goods. Knowing what his competition is, the merchant is in a position to determine the merchandising methods which will retain for him the maximum of local business. In addition to a knowledge of consumer buying habits, other valuable guides to merchandising policy are the purchasing, pricing, advertising, and selling methods of competitors.

## ***Outstanding facts from the detailed tables***

Study of the detailed tables (in the appendix) discloses further useful facts. The high-lights in regard both to population groups and to kinds of commodities involve the following: (1) home trade, (2) nearby city competition, (3) mail order competition, (4) price as a reason for trading away from home, and (5) selection as a reason for out-of-town buying.

Besides this data given below, the merchant may also find in the detailed tables other information of especial significance in his individual business.

*Home trading* proves to be the *heaviest* (94% and over) in these:

Men's suits and overcoats .....	Group E
Children's shoes .....	Groups A and E
Women's suits and dresses.....	Group E
Dry goods and house dresses .....	Group E
Hosiery .....	Groups A and D
Hardware .....	Group E
Electrical appliances .....	Groups A, B, C, D, and E
Auto supplies .....	Group A

*Home trading* is the *lightest* (82% and below) in the following cases:

Men's suits and overcoats .....	Groups B and D
Men's shoes .....	Group B
Children's shoes .....	Groups B and C
Children's clothing .....	Group B
Women's shoes .....	Group B
Women's suits and dresses .....	Groups A, B, and D
Dry goods and house dresses .....	Group B
Furniture and rugs .....	Group C
Auto supplies .....	Group C

*Nearby large city competition is the strongest (17% and over) in these:*

Children's shoes .....	Groups B and C
Children's clothing .....	Group A
Women's shoes .....	Groups A, B, and C
Women's suits and dresses .....	Groups A, B, and C
Dry goods and house dresses .....	Group B
Hosiery .....	Group B

*Nearby large city competition is the weakest (4½% and less) in these:*

Men's suits and overcoats.....	Group E
Men's shoes .....	Group E
Children's clothing .....	Group E
Women's suits and dresses .....	Group E
Dry goods and house dresses .....	Group E
Hosiery .....	Groups D and E
Hardware .....	Group B
Electrical appliances .....	Groups A, B, C, D and E
Auto supplies .....	Groups A and E

*Mail order competitors get the most trade (10½% and over) in these:*

Men's suits and overcoats .....	Group D
Men's shoes .....	Group E
Children's shoes .....	Groups D and E
Children's clothing .....	Groups D and E
Women's shoes .....	Groups D and E
Women's suits and dresses .....	Group D
Dry goods and house dresses .....	Group D
Hardware .....	Group D

*Mail order competition is weakest (1% and below) in the following:*

Men's suits and overcoats .....	Group A
Children's shoes .....	Group A
Children's clothing .....	Group A
Women's shoes .....	Group A
Women's suits and dresses .....	Group A
Dry goods and house dresses .....	Group A
Furniture and rugs .....	Group A
Hardware .....	Group E
Electrical appliances .....	Groups A and E
Auto supplies .....	Group E

*Local prices are complained most of (15% and over) in the following:*

Men's suits and overcoats .....	Groups B and D
Children's shoes .....	Group D
Children's clothing .....	Group D
Women's shoes .....	Group D
Women's suits and dresses .....	Group D
Dry goods and house dresses .....	Group D
Furniture and rugs .....	Group D

*Local prices are least objected to (under 4%) in the following cases:*

Men's suits and overcoats .....	Group A
Men's shoes .....	Group A
Children's shoes .....	Groups A and E
Children's clothing .....	Group E
Women's shoes .....	Group A
Dry goods and house dresses .....	Group A
Furniture and rugs .....	Group A
Hardware .....	Groups A and E
Electrical appliances .....	Groups A, C, D, and E
Auto supplies .....	Groups A and E

*Local selection is objected to most (9½% and over) in the following:*

Men's suits and overcoats .....	Groups A, B, and C
Children's clothing .....	Groups A and B
Women's shoes .....	Groups B and C
Women's suits and dresses .....	Groups A, B, C, and D
Dry goods and house dresses .....	Group B
Hosiery .....	Group B

*Local selection is complained least of (under 4%) in these cases:*

Men's suits and overcoats .....	Group E
Men's shoes .....	Group E
Children's shoes .....	Group E
Children's clothing .....	Groups D and E
Women's shoes .....	Group E
Women's suits and dresses .....	Group E
Dry goods and house dresses .....	Group E
Hosiery .....	Groups A, D, and E
Furniture and rugs .....	Group C (E not buying)
Hardware .....	Groups A, B, C, D, and E
Electrical appliances .....	Groups A, B, C, D, and E
Auto supplies .....	Groups A, B, C, D, and E

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# APPENDIX

*The Detailed Tables of Data*

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## Men's Suits and Overcoats

	Population Groups				
	A	B	C	D	E
	Business Men	Professional People	Skilled Labor	Factory Workers	Irregularly Employed
Total number interviewed on men's suits and overcoats in each group	162	113	226	87	52

Where do the men of a small city buy their suits and overcoats?	Percentages of each group				
	A	B	C	D	E
Delaware	90%	79%	86½%	81½%	94%
Columbus	12½	13½	11	10½	0
Mail order houses	½	7	6	12½	6
Elsewhere	2	3½	2	5½	0
Two or more places	4½	2	4	10½	0

Why do some men buy their suits and overcoats out of town?	Percentages of each group				
	A	B	C	D	E
Lower prices	3%	16%	14%	19½%	6%
More style	6	2	1	1	0
Larger selection	11	13½	12	5½	0
Better fit	3½	3½	2	1	0

## Men's Shoes

	Population Groups				
	A	B	C	D	E
	Business Men	Professional People	Skilled Labor	Factory Workers	Irregularly Employed
Total number interviewed on men's shoes in each group	187	128	231	91	45

Where do the men of a small city buy their shoes?	Percentages of each group				
	A	B	C	D	E
Delaware	84½%	76%	85½%	83½%	86½%
Columbus	9½	13½	13½	11	4½
Mail order houses	5½	9½	4½	5½	15½
Elsewhere	2½	6½	2½	6½	0
Two or more places	2	6½	5	6½	6½

Why do some men buy their shoes out of town?	Percentages of each group				
	A	B	C	D	E
Lower prices	2%	10%	10½%	12%	4½%
More style	5	1	1	2	0
Larger selection	7	5½	6½	4½	0
Better fit	5	1	1½	0	0

## Children's Shoes

	Population Groups				
	A	B	C	D	E
	Business Men	Professional People	Skilled Labor	Factory Workers	Irregularly Employed
Total number interviewed on children's shoes in each group	123	95	170	80	27

Where do the people of a small town buy children's shoes?	Percentages of each group				
	A	B	C	D	E
Delaware	95%	74½%	80½%	90%	100%
Columbus	10	18	18	7½	11
Mail order houses	0	8½	3½	12½	15
Elsewhere	0	4	2½	5	0
Two or more places	5	4	4	12½	15

Why do some people buy children's shoes out of town?	Percentages of each group				
	A	B	C	D	E
Lower prices	3½%	11½%	11%	19%	0%
More style	3½	1	2½	2½	0
Larger selection	6½	6½	6½	5	0
Better fit	5	1	2	1½	0

## Children's Clothing

	Population Groups				
	A	B	C	D	E
	Business Men	Professional People	Skilled Labor	Factory Workers	Irregularly Employed
Total number interviewed on children's clothing in each group	111	89	170	84	32

Where do the people of a small city buy children's clothing?	Percentages of each group				
	A	B	C	D	E
Delaware	89%	80%	86%	84½%	87½%
Columbus	20	13½	14	5	3
Mail order houses	0	9	2	10½	15½
Elsewhere	1	3½	½	5	0
Two or more places	10	4½	2½	5	6½

Why do some people buy children's clothing out of town?	Percentages of each group				
	A	B	C	D	E
Lower prices	8%	14½%	10½%	15½%	0%
More style	11	2	0	1	0
Larger selection	12½	10	4½	2½	0
Better fit	5½	3½	0	0	0

## Women's Shoes

	Population Groups				
	A	B	C	D	E
	Business Men	Professional People	Skilled Labor	Factory Workers	Irregularly Employed
Total number interviewed on woman's shoes in each group	185	126	257	85	65

Where do the women of a small city buy their shoes?	Percentages of each group				
	A	B	C	D	E
Delaware	87%	79½%	86½%	88%	86%
Columbus	17	22	18	8	7½
Mail order houses	½	4	1½	10½	12½
Elsewhere	1½	5	2	6	0
Two or more places	10½	11	7	13	6

Why do some women buy their shoes out of town?	Percentages of each group				
	A	B	C	D	E
Lower prices	3%	9½%	11½%	17½%	4½%
More style	3	3	3	2½	0
Larger selection	7	9½	9½	4½	0
Better fit	5	3	4½	1	0

## Women's Suits and Dresses

	Population Groups				
	A	B	C	D	E
	Business Men	Professional People	Skilled Labor	Factory Workers	Irregularly Employed
Total number interviewed on women's suits and dresses in each group	181	124	255	84	60

Where do the women of a small city buy their suits and dresses?	Percentages of each group				
	A	B	C	D	E
Delaware	82%	72½%	82½%	82%	96½%
Columbus	25	33	18	14½	1½
Mail order houses	0	2½	3	12	1½
Elsewhere	1½	5	3	6	1½
Two or more places	8½	11½	6½	12	1½

Why do some women buy their suits and dresses out of town?	Percentages of each group				
	A	B	C	D	E
Lower prices	4½%	13½%	13½%	20%	6½%
More style	13½	9½	2½	5	0
Larger selection	23	25	13½	12	0
Better fit	6	8	4	1	0

## Dry Goods and House Dresses

	Population Groups				
	A	B	C	D	E
	Business Men	Professional People	Skilled Labor	Factory Workers	Irregularly Employed
Total number interviewed on dry goods and house dresses in each group	182	122	247	81	67

Where do the women of a small city buy dry goods and house dresses?	Percentages of each group				
	A	B	C	D	E
Delaware	91%	80½%	87½%	87½%	95½%
Columbus	10½	22	12	5	3
Mail order houses	½	6½	3½	13½	3
Elsewhere	2½	4	2½	5	0
Two or more places	5	13	6½	10	1½

Why do some women buy dry goods and house dresses out of town?	Percentages of each group				
	A	B	C	D	E
Lower prices	2½%	13%	9½%	16%	7½%
More style	4	1½	0	1	0
Larger selection	8	11½	7	5	0
Better fit	1	1½	1	0	0

## Hosiery

	Population Groups				
	A	B	C	D	E
	Business Men	Professional People	Skilled Labor	Factory Workers	Irregularly Employed
Total number interviewed on hosiery in each group	143	119	250	87	65

Where do the people of a small city buy hosiery?	Percentages of each group				
	A	B	C	D	E
Delaware	93%	83%	91%	93%	91%
Columbus	10½	18½	10	1	0
Mail order houses	1½	5	1½	9	9
Elsewhere	1½	7½	2	5½	0
Two or more places	6½	12½	5	9	0

Why do some people buy hosiery out of town?	Percentages of each group				
	A	B	C	D	E
Lower prices	4%	12½%	7½%	12½%	4½%
More style	½	1½	1	1	0
Larger selection	3½	11	4	1	0
Better fit	2	1½	1	0	0

## Furniture and Rugs

	Population Groups				
	A	B	C	D	E
	Business Men	Professional People	Skilled Labor	Factory Workers	Irregularly Employed
Total number interviewed on furniture and rugs in each group	176	119	243	80	21

Where do the people of a small city buy furniture and rugs?	Percentages of each group				
	A	B	C	D	E
Delaware	89%	82½%	82%	86½%	*%
Columbus	10	13½	9	7½	
Mail order houses	1	3½	2½	10	
Elsewhere	1	2½	1	4	
Two or more places	7	1½	1½	5	

Why do some people buy furniture and rugs out of town?	Percentages of each group				
	A	B	C	D	E
Lower prices	2½%	12%	7%	19%	*%
More style	1	0	0	1½	
Larger selection	5	4	1	6½	
Better fit	0	1	0	0	

\*Group E purchases practically no furniture and rugs first hand.

## Hardware

	Population Groups				
	A	B	C	D	E
	Business Men	Professional People	Skilled Labor	Factory Workers	Irregularly Employed
Total number interviewed on hardware in each group	173	121	220	83	33

Where do the people of a small city buy hardware?	Percentages of each group				
	A	B	C	D	E
Delaware	92%	91%	88%	88%	100%
Columbus	7	3½	8	5	9
Mail order houses	8½	4	4½	12	0
Elsewhere	1½	1½	2	3½	0
Two or more places	6	0	4	7	9

Why do some people buy hardware out of town?	Percentages of each group				
	A	B	C	D	E
Lower prices	½%	6½%	5½%	12%	0%
More style					
Larger selection	0	1	½	0	0
Better fit					

## Electrical Appliances

	Population Groups				
	A	B	C	D	E
	Business Men	Professional People	Skilled Labor	Factory Workers	Irregularly Employed
Total number interviewed on electrical appliances in each group	170	110	190	58	9

Where do the people of a small city buy electrical appliances?	Percentages of each group				
	A	B	C	D	E
Delaware	98%	94%	95%	96%	99%
Columbus	2	4	4	3	1
Mail order houses	1	3	2	4	0
Elsewhere	1	1	1	1	0
Two or more places	2	2	2	4	0

Why do some people buy electrical appliances out of town?	Percentages of each group				
	A	B	C	D	E
Lower prices	1%	5½%	3½%	1½%	0%
More style					
Larger selection	0	2	½	0	0
Better fit					

## Auto Supplies

	Population Groups				
	A	B	C	D	E
	Business Men	Professional People	Skilled Labor	Factory Workers	Irregularly Employed
Total number interviewed on auto supplies in each group	131	92	158	41	18

Where do the people of a small city buy auto supplies?	Percentages of each group				
	A	B	C	D	E
Delaware	94%	89%	78%	88%	83½%
Columbus	3	11	9	5	22
Mail order houses	3	10	5	5	0
Elsewhere	1	3½	7½	2½	0
Two or more places	1	11	5½	0	5½

Why do some people buy auto supplies out of town?	Percentages of each group				
	A	B	C	D	E
Lower prices	1½%	6½%	4½%	12%	0%
More style					
Larger selection	0	1	½	0	
Better fit					



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